

**Amendments to the Specification**

Please replace the paragraph at page 8, lines 9 through 16 with the following amended paragraph:

In one embodiment of the present invention, the server system (100A and 100B, collectively referred to as 100), is located at the CSP/ISP data center 40 and the head end 50 of the cable network. Installation of the server system at the data center 40 and the head end [[40]] 50 allows for scalability. The server system 100A at the data center 40 typically provides centralized management for configuring group profiles and content deployment options, while the server system 100B at the head end 50 preferably handles the registration, user profile updates, content deployment, and other services among the network devices 80.

Please replace the paragraph at page 10, lines 10 through 13 with the following amended paragraph:

In more detail, the management console [[100]] 110 is preferably implemented as a web server. In one embodiment of the present invention, the management console [[100]] 110 is a Microsoft® Internet Information Server (IIS) implementing Active Server Pages (ASP).

Please replace the paragraph at page 10, lines 14 through 21 with the following amended paragraph:

The management console [[100]] 110 provides, upon request by a system administrator 112, a web page interface 114 for specifying the content to deploy, the attributes of a group profile that target a market segment of potential consumers, installation information, and criteria for activating the content or displaying the promotions at the network devices. Upon submitting the web page, the management console [[100]] 110 communicates with the system manager 120, via an Application Programming Interface (API) to store the targeted group profile, activation criteria, and the content and promotions to the data store 130. In one embodiment the API is a Microsoft® COM interface.

Please replace the paragraph at page 11, lines 4 through 11 with the following amended paragraph:

The management console 110 also provides a web page interface 114 to users 116 upon request during the initial registration of their network devices. Users 116 will register through the web page interface 114, providing data about themselves. Upon submitting the web page 114, the management console 110 communicates with the system manager 120, via the COM interface, to store the user data as attributes of a user profile. The attributes of the user profile are associated with the attributes of the group profile in order to target potential consumers who would be interested in the content or promotions.

Please replace the paragraph at page 31 lines 9 through 12 with the following amended paragraph:

In cases where the connection is broken, the bulk data transfer agent 260 and the bulk data transfer manager 160 can detect that a connection was broken and will continue the download the content from the point in the transfer where the break occurred.

Please replace the paragraph at page 32 lines 20 through 23 with the following amended paragraph:

In step 1006, the system manager 120 then searches for a matching driver in its data store 130. Specifically, it compares the plug and play string received from the network device to plug and play strings of supported operating systems and supporting peripheral devices for which drivers are available.